

MyTapauFoodie: Enhancing Food Delivery Service and Helping the Poor by Leveraging on Network-of-Restaurants and Network-of-Mosques Capabilities

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Abstract— This project is made for customers targeting market in Malaysia in order to provide them with food delivery service that allow food to be delivered easily and quickly from selected food vendors. The proposed project also will enable users to co-operate with the Network-of-Halal-Restaurants and Network-of-Mosques (NOM) in helping the society by encouraging customers to donate money to buy food for the needy

Index Terms— well-being, social problem, business model canvas (BMC), value proposition design (VPD), Network-of-Mosque (NoM)

I. INTRODUCTION

MyTapauFoodie aimed to create an online platform for customers and food vendors to exchange services. It is created with the main goal of helping customer to get quality food with affordable price through online without the need to come to the food vendors. The product is a service-based, providing service which allow food from vendors easily delivered to customers. The quick service with affordable price is the main selling point. With users are able to offer their services as food runners, this could be the way to help them gaining side income, and at the same time also helping food vendors to expand their business and broaden the range of their customer database.

The product will be available on mobile platform as well as through website. This will allow customers to place their order everywhere at any time just by one click. By standard operating procedure or SOP, it will be guaranteed that customer will get quality food on time. By tapping into the apps, customer can get anything from food vendors rather quickly. After deciding what to have, total prices will be included along with details for the food and delivery price.

II. PROJECT BACKGROUND

This project is focusing on the business plan for MyTapauFoodie. This platform can be considered as one of the ways to help customers and food providers to be able to do business and interact with one another, also as a way for Mosque community to help the needy people. This platform can be divided into two main functions, first is to provide the usual service of food delivery from food vendors to the customers. The second function is to provide a platform for

users allowing them to donate money for Mosque community to buy food for the needy and delivery service will be handled by the company. Users would be able to enjoy the service where foods will be delivered to them. The runners which are hired need to be certified so that the quality of services provided by runners are trusted and safe. And at the same time this will help them in gaining extra income.

III. PROBLEM STATEMENT

Nowadays, time is very critical in shaping an individual's life. Everything need to be done quickly to avoid wasting time for far more important matters. Benjamin Franklin once said, "*Remember that time is money*". By having food in a café or restaurant, it would be a time-consuming activity especially during lunch break for workers. As stated in an article based on survey conducted by OfficeTeam, "Nearly half (48%) of workers interviewed said their typical lunch break lasts 30 minutes or less" (OfficeTeam, 2014). The interview was conducted with more than 400 U.S workers as the respondents. With lack of variety of choices regarding food provided by one vendor (usually the company's café or café around the company), workers sometime craving for something new for consumption but facing the problem with distance and limited time to get the food. According to Best from a survey done by 1,300 British adults aged 16 to 75, "12% of workers either never or hardly ever take a lunch break, while 66% don't leave their workplace to eat" (Best, 2016). Later on, the same article, Best also stated that, "Margaret Mountford, star of The Apprentice, is now urging British businesses to bring back the lunch hour" (Best, 2016). This show how short the time given for lunch break. For Mosque community, it could help them to find volunteers easily with the proposed business. As what is happening in our current world, numbers of aid organization come up with novel ideas to help the poor and the needy. One of the example is Food rescue hero apps. From an article posted by Dana Cizmas in Pittsburgh Post-Gazette, Cizmas stated that, the co-founder and CEO of the apps, Leah Lizarondo explained that the app is like uber but for food rescue. (Cizmas, 2017). Lastly, for food vendors, they would probably be having a problem to promote their business to areas which are far away from their premise. An article posted on Business Insider website mentioned that, "restaurants using the online-ordering service were able to grow their takeout revenue by an average of 30%" (BusinessInsider, 2015).

MyTapauFoodie: Enhancing Food Delivery Service and Helping the Poor by Leveraging on Network-of-Restaurants and Network-of-Mosques Capabilities

IV. METHODOLOGY

The methodology used for the proposed project is i-Innovate method. This method allows development of new ideas. Before proposing a new business, research is made to discover opportunities and insight about problems faced by customers through literature review on an existing similar business, benchmarking and reviewing current megatrends. Four lenses of Innovation (Gibson, 2015) is used to improve existing business model of food delivery service and trying to solve problems of customers. In an article entitled ‘Applying the four lenses of innovation’, Hobcraft unpack the four lenses; challenging orthodoxies by questioning deeply the assumptions and exploring novel unconventional answers, harnessing trends by using emerging development trends to open up new opportunities, leveraging resources by using assets in new ways, combinations to obtain full usage of assets capacity. And lastly understanding needs by paying attention to issues ignored by others and provide solution (Hobcrafts,2015). Based on the article, four lenses of innovation are a good way to challenge existing business and exploit issues that are ignored by existing business and turn it into opportunities. Customer profiling is used to identify user problems and value map is developed as solution to the identified problems. Lastly, strategy canvas is used as an analytic tool to create new market spaces. As stated in blueoceanstrategy.com, “W.Chan Kim and Renee Mauborgne created a comprehensive set of analytic tools and frameworks any organization can apply to create new market spaces and make the competition irrelevant”(blueoceanstrategy.com).

V. PROJECT OBJECTIVE

The main objective of this paper is to propose the new business model for MyTapauFoodie, which will be involving users in Malaysia, food vendors and Mosque community. With the implementation of this new platform, it could help provide solutions for each problem faced by involved parties.

VI. LITERATURE REVIEW

Mega trends Reviews

According to Frost and Sullivan, mega trends are “transformative, global forces that define the future world with their far-reaching impacts on businesses, societies, economies, cultures, and personal lives” (Frost and Sullivan, 2015). Thus, based on current mega trends, MyTapauFoodie will be able to predict the future of Malaysian market place.

Online food ordering service trend

From research on current trend of online food ordering service, it is predicted to be having a rapid growth. According to Hirschberg, Rajko, Schumacher and Wrulich (2016), total food-delivery market already achieving more than 30 percent in 2016 and it is believed that the penetration rates will grow further when the market matures and can reach 65 percent per year. Figure 1.1(a) shows the predicted growth of online food-delivery market.

The food-delivery market has the potential for robust growth.

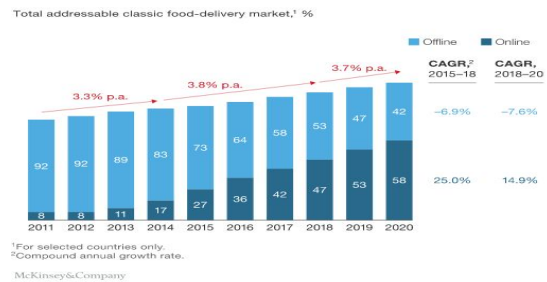


Figure 1.1(a)

Online platform trend

Since the platform used to provide MyTapauFoodie services are fully online, the next review of mega trend is on converge of retail and eCommerce. Frost and Sullivan mentioned based on their research, Malaysia is expected to reach US\$6.1 billion (RM 26.8 billion) by 2020 for online retail sales, 14.4% of total retail sales (Frost and Sullivan, 2015). Figure 1.1 (b) is showing the predicted output for 2020.

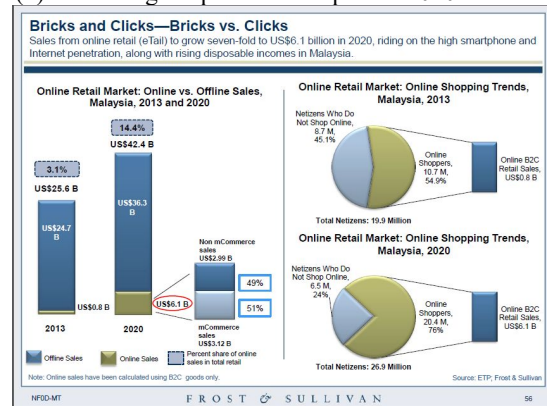


Figure 1.1(b)

Competitors reviews

There are a lot of food runner services offered in Malaysia nowadays. The most notable and successful food runner service would be Zomato and Foodpanda. The proposed product will be compared and benchmarked against Zomato since it is one of the successful company in food delivery industry in Malaysia. According to Zomato official website, Zomato operate globally in over 10,000 cities across 23 countries have made them one of the most preferred services by customers. With team represents 32 nationalities, they are able to operate and fight in global marketplace. Vikas (2016) stated that “Zomato’s Indian operations has nearly doubled its revenues even as losses mounted more than three-fold in the fiscal 2016” (Vikas, 2016).

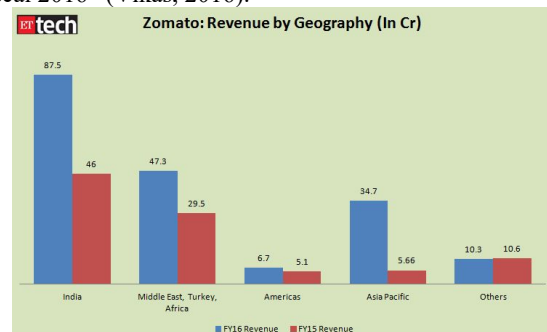


Figure 1.2

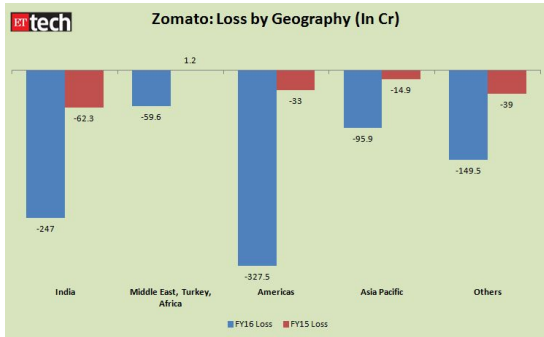


Figure 1.3

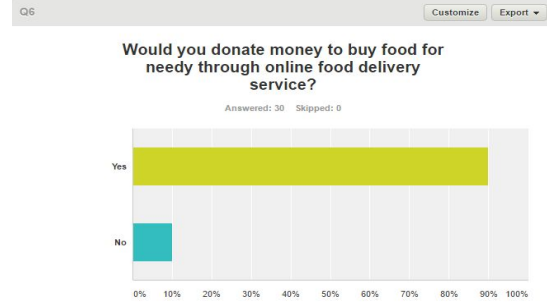
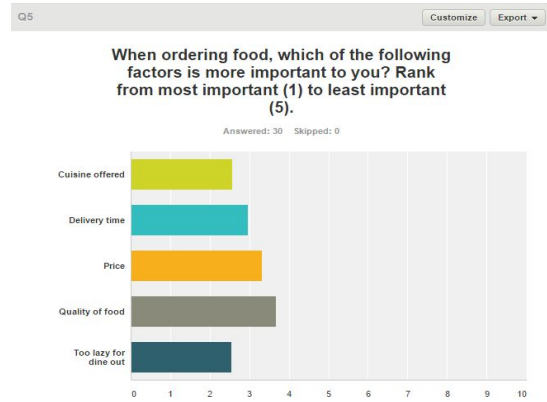
Figure 1.2 shows that revenue generated by Zomato has increased from Rs 5.65 crore (RM 4 million) to Rs 34.7 crore (RM 24 million). From figure 1.2, it is showing that Asian Pacific which includes Malaysia is showing promising signs of the food delivery market is growing. However, Vikas also stated that “Zomato clocked losses of Rs 95.9 crore on revenues of Rs 34.7 crore” means that Zomato is having slight problem in competing in Asian Pacific market as shown in Figure 1.3. This can be viewed as an opportunity for new comers in Asia Pacific region to be successful in the online food-delivery market.

Initial Business Model and Value Proposition Canvas

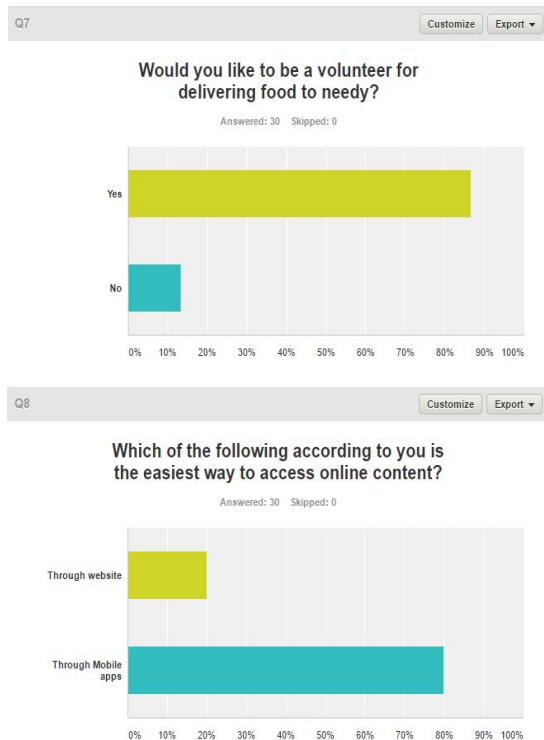
Based on literature reviews on related matters, researchers have come up with initial business model (BMC) and value proposition canvas (VPC) to understand the problem faced by involved parties. Osterwalder and Pigneur stated that “a business model describes the rationale of how an organization creates, delivers, and captures value” (Osterwalder and Pigneur, 2010). Meanwhile, value proposition canvas (VPC) is a tool that zooms into details of two of the building blocks of BMC which are value proposition and customer segments (Osterwalder et.al., 2014). Thus, it allows value propositions to be visible and tangible, at the same time allowing value proposition to be easily discuss and manage. From this view, researchers proposed an initial business model as in figure 1.5 (a) in appendix A and also vpc for involved parties which are customers, food providers, and drivers or runners as shown in figure 1.5 (c), (d) and (e) respectively.

Interview/Survey; Analysis and finding

Based on initial business model (figure 1.5 (a) appendix A), the researchers conduct a survey with 30 potential users to test the initial requirements and value proposition offered. Below are the questionnaires asked to 30 people along with the result gathered.



MyTapauFoodie: Enhancing Food Delivery Service and Helping the Poor by Leveraging on Network-of-Restaurants and Network-of-Mosques Capabilities



Based on the result, researchers had come up with enhanced business model with the intention to improve existing product to serve potential customers better.

VII. ENHANCED BUSINESS MODEL

The proposed business model (MyTapauFoodie) in figure 1.5 (b) in appendix A is an improved version of existing business model figure 1.5 (a) at the same time to make zomato business model in figure 1.6 of appendix B as the guideline. Thus, by making Zomato as the yardstick, the enhanced business model will try to emulate what is good from Zomato and simultaneously try to improve existing business.

A) Value proposition

Based on Zomato business model [Figure 1.6], value proposition is almost the same for customers and food providers. It is basically to provide a platform for both customers and food providers allowing them to exchange services. However, the proposed business offered an extra value proposition which is to allow donor and needy customer interact with each other.

It is believed that the proposed value proposition provided by this food runner service will be able to attract all the targeted parties. Customers will be able to easily order and buy food from food providers and also save their time getting the food ordered through this online platform.

For runners, this platform could be the opportunity for them to make extra income and also allowing them to work based on flexible working hours which they can accept the job during their free times. Furthermore, this would allow them to be able to help the society by delivering food to the needy free of charge.

As for food providers, having to be able to advertise their food online would allow them to expand their business and at the

same time, they would be able to serve wider range of customers outside their premise zone.

For Mosque community, this platform would allow them to be able to gain some resources from donation to buy food for the needy. And this will also be the easier way for customers to donate and help those who are in need.

B) Customer Segment

Customer

The primary customer for this application; specifically, those who are carving for foods but they are too far away and those who wish not to waste time waiting at the restaurant.

Runner

Aside from the customer is the runner. Runners are those who wish to earn extra income and fill their free time.

Food provider

Only the affiliated cafes and restaurants will show their advertisement in the application in order to give variety of choices for the customers to choose.

Needy customer

Needy customers are those who are not capable of paying for their own food such as the poor, orphans and homeless.

Donor

Donors are those who wish to do good deeds and donor to the needy customer through the network of mosque or directly through the runner service.

C) Channels

There are three channels involved in the relationship. The most significance channel is the mobile application and the social media site where the customers can make order and make donation. The mobile application and the social media site will be the platforms for both riders and customers to interact. As the interest amongst Muslim entrepreneurs are growing to set up enterprises that are consistent with Shariah law, NoM can be trusted to provide socially responsible and ethical products (Dahlan et. al, 2016). Thus, through network-of-mosque, donors can be sure that the platform is trustworthy to donate and for the needy to get food from donation.

D) Customer Relationship

The type of relationship involved in this platform is one-to-one and one-to-many as one rider can deliver food to many customers at one time and one customer will be assigned to one rider per order made. Relationship between riders and customers can be established through social media where the customers can give rating for the rider's service.

E) Key Activities

Every business models carry out several key activities as a part of the missions. Key activities should run effectively and efficiently to provide good quality services to customers. The platform helps public to order food easily. The customers can choose what they want to eat and place an order from selected restaurant. The food provider takes customers order and prepare the food. The well-prepared food will be collected by runner for delivery. The runner will deliver the food based on customer's address included in the order details for reference using a GPS to arrive at right place on time. It is important to

make sure customers satisfied to received their order with high quality food to eat. With the profit from this project, we and mosque community will donate some food to people who needed around the mosque place.

F) Key Resources

The key resources for The Runner are programmers, developers, runner, and food provider. Programmers and developers whom are responsible to build and for maintenances of the apps. They are very important in order to make sure the apps is functioning efficiently. Both runners and food providers are the main resource in implementing the apps. As compared to Zomato that have large database of restaurants across cities and available across seven countries. It can be a benefit for them to be able to generate more income from large number of customers.

G) Key Partners

I. Runner

Runner plays and important role to deliver the main function of this platform. The runner will receive instruction from food vendors, take the food and deliver it to customers. They have to make sure that the quality of food is preserved before handing it to customer on the time.

II. Food Provider

Their role is to provide food and committed regarding the preparation of food with high quality before it is delivered to customers. They need to make sure the food is in good condition and carefully packed to preserve freshness of the foods. Food provider must ensure the quantity and type of food is based on customer's order before instructing the runner for delivery.

III. Mosque Committee and Community

The mosque community is very important in finding those who are in need of help, and also to organize the distribution of food to the needy. Through Network-of-Mosque the needy are easily to be identified. As mentioned in an article on network-of-mosques "the NoM members, digitally connected, function as the avenue on capturing and updating data on the poor families" (Habiba et. al, 2013).

Different with Zomato, they are collaborated with Uber Taxi to deliver the food. They also have partnership all around the world. It is brilliant partnership to run this project without boundary to generate more income with large customer's database.

H) Cost structure

Before this platform can be implemented, there are some of the important costs need to be taken care of and need a very detailed planning to ensure the platform implementation would not be a failure in the future. First, the cost for domain, hosting and server cost, maintenance for both website and mobile application, payment for developers and programmers and lastly commission for runners.

I) Revenue stream

From Zomato business model, the revenue streams are advertising, online ordering (ticket sales, subscriptions) and royalty (consulting, restaurants databases). The revenue streams are proving to be useful with high income in FY16.

The proposed business (food runner service) is using some of the revenue streams due to the successes and proved to be working for Zomato. The revenue streams for proposed business will be affiliate fees (royalty as in Zomato business model), through advertising and delivery fees (online ordering). As in figure 1.4 , Zomato mostly gain their revenue through advertising. Vikas (2016) mentioned that "online advertising still dominates Zomato's revenue accounting for 91.4% of the company's overall revenues" (Vikas, 2016). Based on these facts, the proposed business (food runner service) will be using advertising and delivery charges as its main revenue stream.

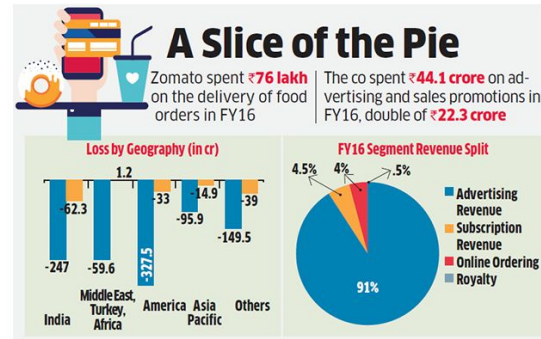


Figure 1.4

This would allow food providers to advertise their products online. Lastly, the platform will be able to generate revenue from companies that paid for links which will be displayed on the website or mobile application that redirect users from company's online platform to their company's website.

Strategy canvas

From figure 1.7 in appendix C it is suggested that the proposed product will be able to raise delivery service, advertisement, and point of sales (POS) compared to competitors. This is due to all of the factors mentioned will be the main revenue for MyTapauFoodie. MyTapauFoodie will also try to reduce restaurant solutions and help them in system management so that they can focus on offering quality food. Furthermore, at the same time MyTapauFoodie will also try to reduce partnership and global presence so that the quality of services provided can be monitored and controlled fully by MyTapauFoodie. Lastly, MyTapauFoodie will try to create new modules for donation and voluntary works which will allow Network-of-Mosque (NoM) to have resources for helping the needy community.

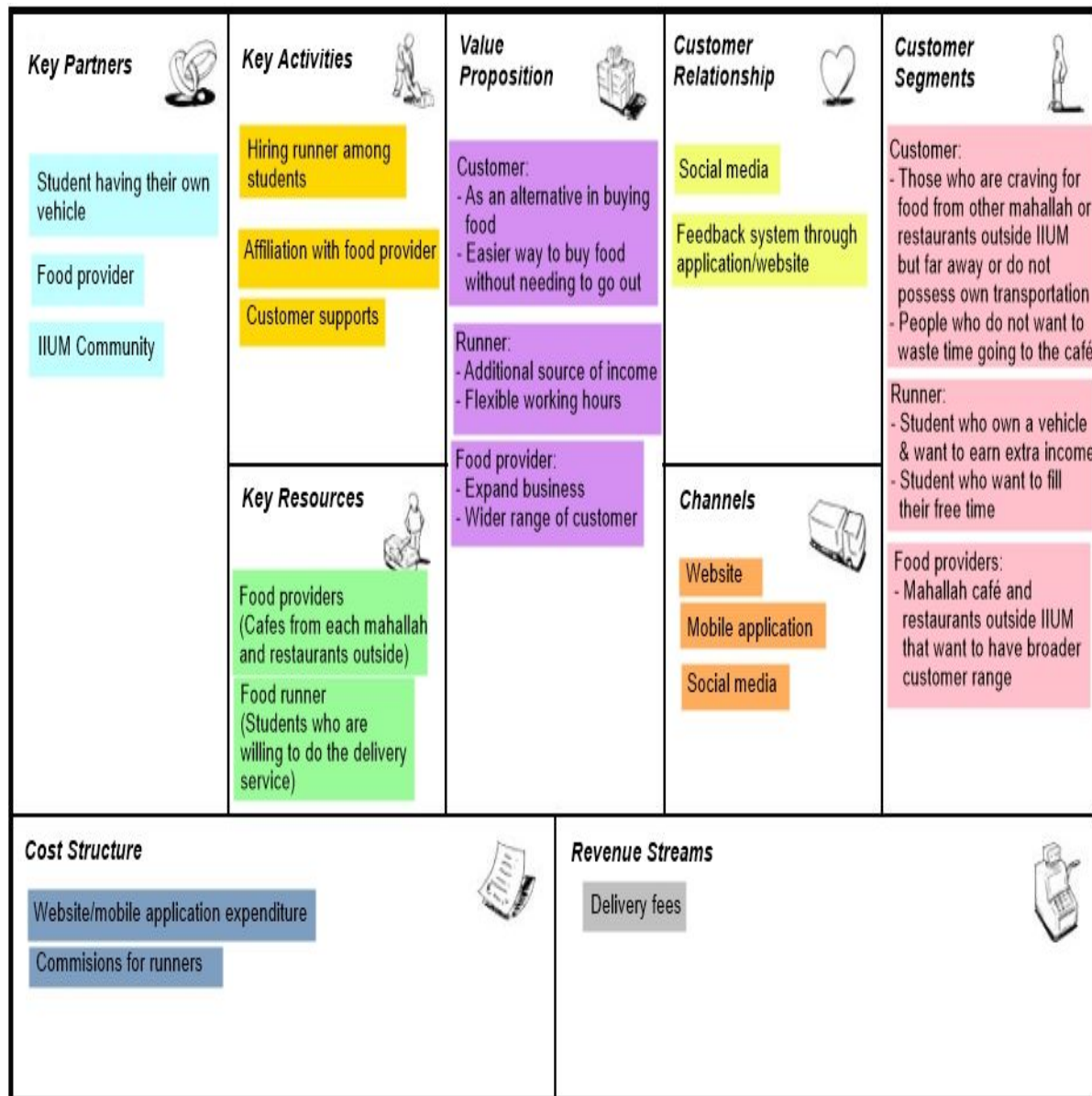
CONCLUSION AND FUTURE WORKS

In conclusion, the purpose of this paper is basically to document and summarize the proposed idea of business model for food runner service platform. Also, as a way to plan, execute and for future reference to improve the existing similar product. As for future work, the proposed business model of Food runner service will be translated into business plan. However, the scope will be reduced as for a kick start. As proposed, the business is made to compete in Malaysia marketplace, but for execution of business plan it will be only within Selangor region.

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1. Appendices

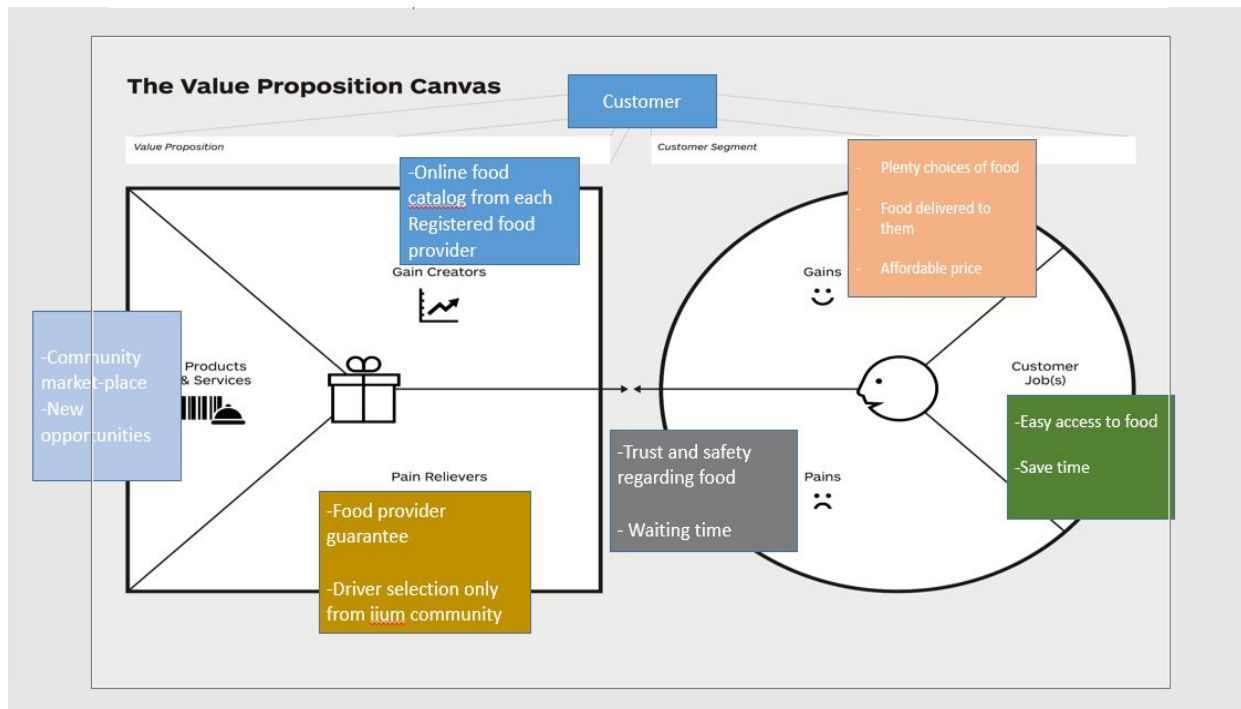


Appendix A: Figure 1.5 (a) (Initial Business Model of MyTapauFoodie)

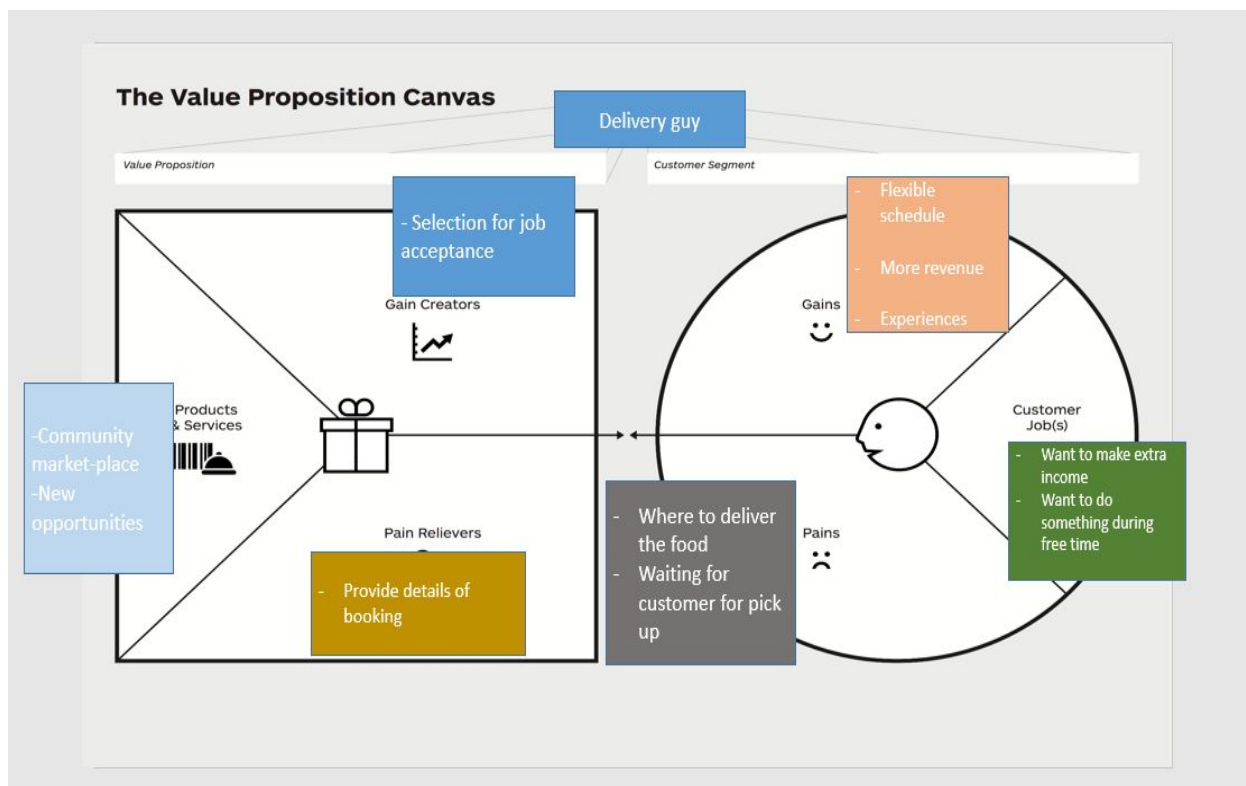
MyTapauFoodie: Enhancing Food Delivery Service and Helping the Poor by Leveraging on Network-of-Restaurants and Network-of-Mosques Capabilities

<p>Key Partners</p> <p>Food Providers</p> <p>Drivers/Runners</p> <p>Customer</p> <p>Mosque committee and community (NoM)</p>	<p>Key Activities</p> <p>Affiliation with Mosque community</p> <p>Affiliation with food provider</p> <p>Hiring drivers/runners</p> <p>Key Resources</p> <p>Drivers/Runners (users who are willing to do voluntary works)</p> <p>Food providers (Café and Restaurant)</p>	<p>Value Propositions</p> <p>Trusted and high quality product and services</p> <p>Food Provider</p> <ul style="list-style-type: none"> -Able to expand business -Wider range of customers <p>Drivers/Runners</p> <ul style="list-style-type: none"> -Additional source of income -Flexible working hours <p>Customers</p> <ul style="list-style-type: none"> -Easier alternative way to buy quality food -Saves time ordering food <p>Donor and volunteer</p> <ul style="list-style-type: none"> -Easier way to donate and help the needy from trusted platform. -Easier way to do voluntary works from trusted platform <p>Needy Customer</p> <ul style="list-style-type: none"> -Free quality food delivered to them 	<p>Customer Relationships</p> <p>Customer feedback system</p> <p>Social Media</p> <p>Network-of-Mosque (NoM)</p> <p>Channels</p> <p>Website</p> <p>Social Media</p> <p>Mobile Application</p> <p>Network of Mosque (NoM)</p>	<p>Customer Segments</p> <p>Café/Restaurants</p> <ul style="list-style-type: none"> -Want to improve business -Want to have wider range of customer <p>Drivers/Runners</p> <ul style="list-style-type: none"> -Who owns a vehicle -Who want to earn extra income -Who have flexible free time <p>Customer</p> <ul style="list-style-type: none"> -Want quality food to be delivered to them -Order food easily -Save time from going to café/restaurants <p>Donor</p> <ul style="list-style-type: none"> -Those who wants to help the needy community -Drivers willing to do the delivery job for free -Those who want to donate money to trusted aid parties. <p>Needy People</p> <ul style="list-style-type: none"> -Poor people, single mothers, orphans and homeless people who are in need of help
<p>Cost Structure</p> <p>Website and mobile application expenditure</p> <p>Commission for drivers/runners</p>		<p>Revenue Streams</p> <p>Affiliate fees -Donation</p> <p>Advertising</p> <p>Delivery fees</p>		

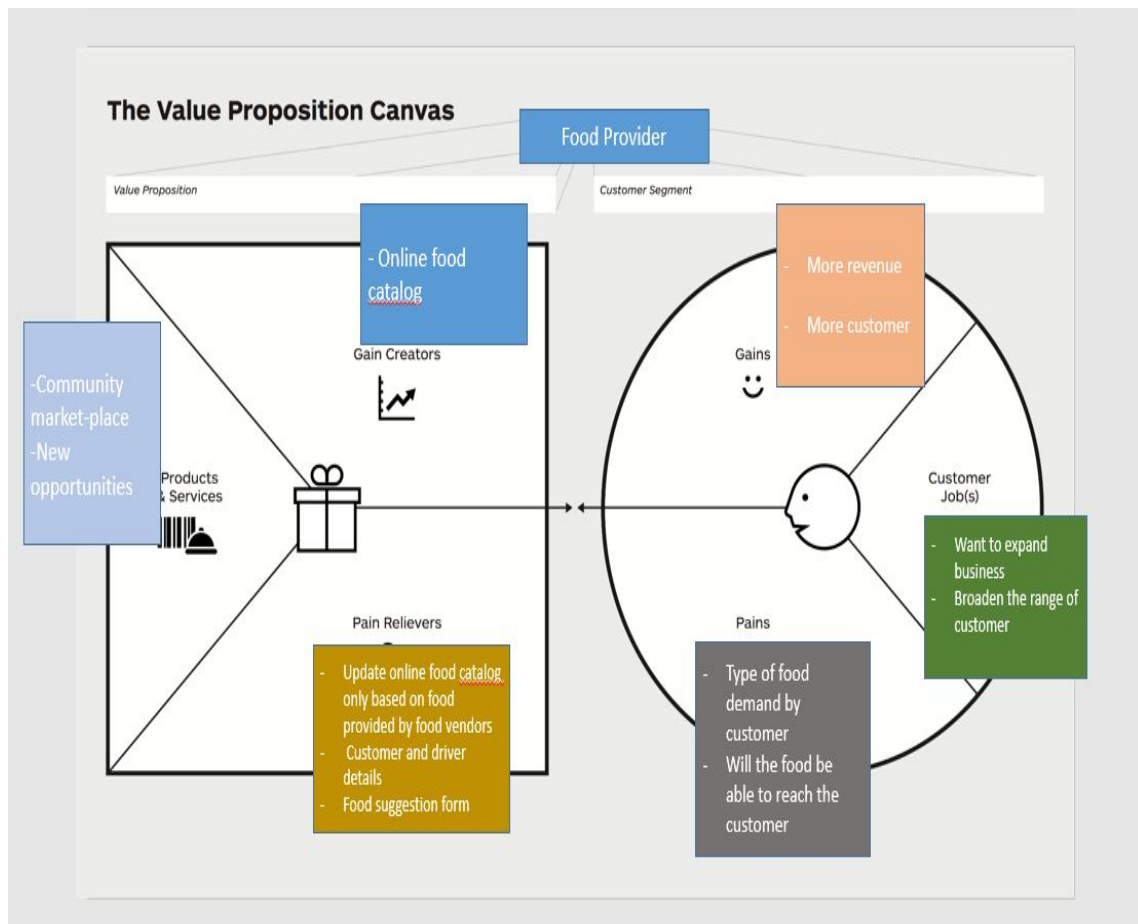
Appendix A: Figure 1.5 (b) (Enhance Business Model for MyTapauFoodie)



Appendix A: Figure 1.5 (c) (VPC for customers)

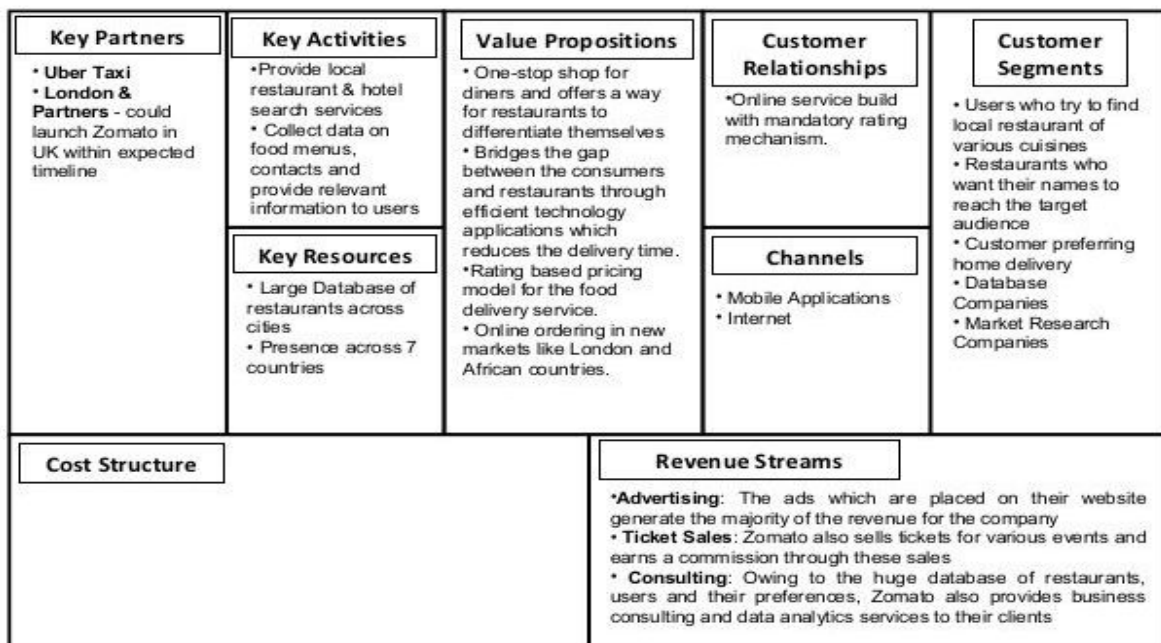


Appendix A: Figure 1.5 (d) (VPC for drivers/runners)

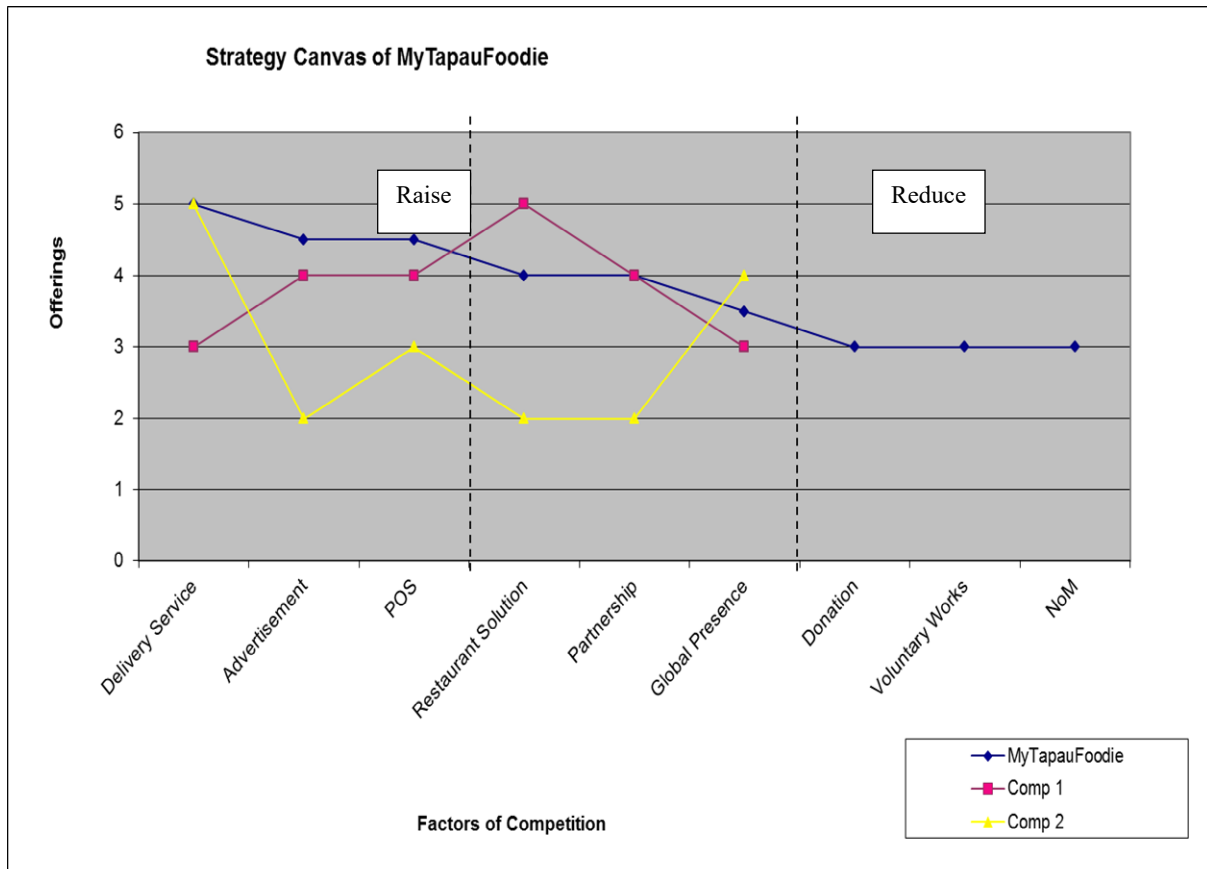


Appendix A: Figure 1.5 (e) (VPC for food providers)

Business Model - Zomato



Appendix B: Figure 1.6 (Zomato Business Model)



Appendix C: Figure 1.7 (Strategy canvas)